

NASA EDUCATION PARTICIPANT COUNTING CRITERIA MATRIX

(All Participants are "First Party" only)

	DIRECT PARTICIPANTS	ED COMMUNITY	GENERAL PUBLIC
PHYSICAL	<div>Workshops/Seminars</div> <div>Researchers</div> <div>Tours</div> <div>Lectures/Presentations</div> <div>Demos</div> <div>Training</div> <div>ERC Visits</div> <div>On Site Work/Research</div> <div>Teacher on Loan</div> <div>Interns/Mentors</div>	<div>MEET ALL CRITERIA:</div> <div><input type="checkbox"/> 1. Know</div> <div><input type="checkbox"/> 2. 30 Min or More</div> <div><input type="checkbox"/> 3. Live</div> <div><input type="checkbox"/> 4. Direct Interaction</div> <div><input type="checkbox"/> 5. With NASA Rep</div>	<div>Ed Conferences/Conventions</div> <div>Conference/Museum Lectures</div> <div>Tours</div> <div>Conference Booth</div> <div>Presentations</div> <div>Site/Museum Visitors</div> <div>Scientific Measurement/Globe</div> <div>Tours</div> <div>Museum Displays</div> <div>Site/Museum Visitors</div> <div>Conference Booth</div> <div>Public Presentations</div>
ELECTRONIC	<div>"2 Way Open Mike"</div> <div>On-line Course</div> <div>DL Interactive</div> <div>Satellite Broadcast/</div> <div>Interactive</div> <div>ISDN Interactive</div> <div>Teleconference</div> <div>TV Interactive</div> <div>ViTS Conference</div>	<div>On-line Chat Groups</div> <div>DL Broadcast</div> <div>CD-ROM</div>	<div>News Article Audiences</div> <div>ELECTRONIC AUDIENCES</div> <div>Radio/TV Broadcasts</div> <div>CD-ROM</div> <div>DL Broadcast</div> <div>Web Audiences:</div> <div>Unique IP Addresses</div>

GUIDELINES FOR USING THE NASA EDUCATION PARTICIPANT COUNTING

CRITERIA MATRIX

Criteria to be used in reporting participant numbers in the NASA Education Evaluation System

EDUCATIONAL ACTIVITIES:

All participants reported should be involved in activities specifically intended to be EDUCATIONAL in nature and content, and related to NASA and its missions. Public Affairs activities such as news releases on various NASA events or attendance of NASA astronauts at various activities, etc. would not qualify.

FIRST PARTY

All Participants are assumed to be First Party, meaning that if a teacher attends a NASA activity or workshop, they are a "First Party Participant" and are to be counted. However, the students they teach when they return to their school would be considered "Second Party" and are NOT to be counted.

I. DIRECT PARTICIPANTS: The general model for direct participation is a workshop, seminar, or class. Thus, to be reported under the Direct Participant category, a participant must meet all five of the following criteria: 1. The participant is known by name, or by their school; 2. The activity is at least 30 minutes long and generally longer; 3. The activity is "live"; 4. The activity involves direct interaction among the participants, and between the participants and the leader; and 5. The leader is a NASA civil servant or a designated representative of NASA. Participants are present together in the same physical location, or, if distance learning is involved, there is a "two way open mike" so that all of the five criteria are met, even though that is done through electronic media. Thus, as an example, students with an experiment flying on the Shuttle can "see" their experiment live, and the crew and students can talk together live using an "open mike" about what is happening in the experiment.

In reporting K-12 teachers, please note that you are asked to report the total number of actual individuals participating first, and then you are asked to report the grades taught. It is possible that one teacher may teach

a number of different grades, and for that reason, we report the number of teachers teaching the various grades or grade levels. The totals for these two categories – individuals and grades being taught --will often be different.

II. EDUCATION COMMUNITY: At least one of the five criteria are not present, though the activity is "live" and there is interaction involving a NASA representative, and it is known that the participants are members of the education community, e.g. faculty, teachers, students, administrators, or education professionals of some kind. The model is a conference sponsored by an educator's association where participants are known to be members of the association, and hence the education community, and they come to lectures or presentations, pick up materials from booths, and ask questions of NASA representatives. However, they are not known, and the activities are usually brief. If there is a workshop at the conference, and all five criteria apply, then the participants would be counted as "Direct Participants." Having people come to a presentation or booth and sign a register does not really indicate that they are "known" when they are participating in the group and so would not meet that criteria. Participants can be involved through distance learning. Students and teachers watching a live NASA video broadcast would be counted under Distance Learning (DL).

III. GENERAL PUBLIC: The model here is an educational museum display on a NASA subject, tours of NASA facilities accompanied by educational presentations about the sites, or a presentation or activity open to the public. Some of the five criteria are present, and the activity is "live" in the sense that people visit the museum displays, attend public lectures or demonstrations on NASA subjects, and there can be interaction involving a NASA representative. Participants are "physically present" at the activity. Signing a register does not meet the estimated numbers of readers of news publications containing articles about NASA or NASA educational subjects should be reported in the category for News Article Audiences.

IV. ELECTRONIC AUDIENCES: Estimates for audiences of the general public for educational NASA radio, television, videos, CD ROM users, and Web broadcasts should be reported under the Electronic category, and there is a special category for reporting Unique IP Addresses and download statistics. Public on-line chat groups are reported here under Web Audiences unless they meet all of the criteria for Direct Participants.